CITY OF MARQUETTE, MICHIGAN
CITY ADMINISTRATIVE POLICY

Policy Number: 215-01	Revision Date(s): April 28, 2014
Date Adopted: February 7, 2013	
Department: Administrative	

SUBJECT: **PUBLIC SERVICE ANNOUNCEMENTS AND MEETING NOTICES**

PURPOSE: To streamline the process for dissemination of press releases and meeting notices to City staff and local media.

POLICY:

As a matter of routine business operations, various City departments need to communicate with Public Service Announcements (PSA/OMA). Most often, these announcements come in three forms:

1. Standard announcements (statutorily obligated notices, such as those for public meetings)
2. Non-standard public service announcements (pre-planned street closings, holiday closings, award announcements, Sister City delegation visits, etc.)
3. Emergency announcements (water main breaks, traffic re-routing due to accidents, etc.)

General Guidelines: Most PSA/OMA Meeting Notices should be limited to one page in length, using size 12 Times New Roman font in the body. Using bolded size 12 Times New Roman font, list dates and contact information as follows: Spell out the month, use two digits for day and four for year (i.e., **December 10, 2013**); follow that with the Contact Name or Department/xxx-xxx (i.e., **Manager's Office/228-0435**). Keep your message short and to the point (remember to address "who, what, when, where and why") and always include whom to contact for additional information. Please follow the approval procedures listed below and select the standard PSA-OMA template (Attachment A) from the main network drive to write your announcement.

Standard and Non-Standard Announcements

Standard notices dictated by statute are tied to a legal notification schedule (OMA), and must follow said schedule. Non-standard announcements should be published and distributed publicly at least 24 hours in advance of any event they reference. All submittals must be sent to the City Clerk's Office by noon two business days prior to the intended publication date of the announcement.

The submitter of any announcement/meeting notice is ultimately responsible and accountable for the grammatical/clerical content of any notice submitted. Neither the Manager's nor the Clerk's staff will be responsible for accuracy or content.

Use the PSA/OMA Meeting Notice template located on the main network drive. Click on COMM, then CITY FORMS, then PSA, then PSA-OMA TEMPLATE. Prior to releasing the announcement/meeting notice to the public:

- The Department Head or designee will e-mail the announcement in Microsoft Word format to all staff in the City Clerk's Office (Dave, Kris, Colleen and Lisa).
- The City Clerk's Office will then e-mail the announcement in Microsoft Word format to the staff of the City Manager's Office (Jen, Wendy and Kyle) for review.
- After review, the City Manager's Office will notify the City Clerk's Office of approval or of necessary changes.
- Once approved, the City Clerk's Office will convert the announcement to PDF format and will e-mail to the City Manager for final review.
- Upon final approval, the City Manager will notify the City Clerk's Office, and will distribute to the City Commission.
- The Clerk's Office will then forward the approved announcement to the internal PSA/OMA e-mail list and the media as part of the publication process.
- Department Heads or designee will be responsible for distributing to other appropriate staff and stakeholders.
- The City Manager's Office will post all approved PSAs on the City's website, the City's Facebook page and Channel 21. In this role, the Management Analyst will be backed up by IT staff, who will be backed up by the Assistant City Manager.

Emergency Announcements

- Emergency announcements do not need prior approval. Use the PSA/OMA template located on the main network drive. Click on COMM, then CITY FORMS, then PSA, then PSA-OMA TEMPLATE.
- Prior to publishing an emergency announcement, Department Heads must notify the City Manager, City Commission and other Department Heads by e-mail.
- Department Head will then distribute the announcement to the internal PSA/OMA e-mail list and the media as a PDF.
- The Manager's office will post the PSAs on the City's website, Facebook page and Channel 21. In this role, the Management Analyst will be backed up by IT staff, who will be backed up by the Assistant City Manager.

Recommended By:

City Clerk

Approved By:

City Manager

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Recommended By:

City Clerk

Approved By:

City Manager

ATTACHMENT A: PSA-OMA TEMPLATE

PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release
Date

For More Information:
Department / Phone Number

SUBJECT

Info

# # # # # # #

ATTACHMENT B: SAMPLE ANNOUNCEMENT

PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release
April 10, 2014

For More Information:
City of Marquette Community Development Department / 225-8103

PLANNING COMMISSION MEETING CANCELLED

The regularly scheduled Planning Commission meeting for April 15, 2014 has been cancelled due to lack of business.

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